



Lauderdale-By-The-Sea Fire Department

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| S.O.P Number: 200 | Effective Date: October 1, 2010 |
| Section: 210 | |
| Subject: Media Guidelines | |
| By Order of the Fire Chief: Steven Paine | |

Media Guidelines

Purpose: To establish guidelines when media is interested in Lauderdale by the Sea Fire Department responses, personnel or functions.

Scope: Although rare, there may be times when Lauderdale by the Sea Fire Department becomes involved in an emergency call, event, or public activity, where the media is interested in obtaining specific information concerning a specific emergency call, personnel, equipment, actions, or policy of the department.

Policy:

Unless authorized in advance by the fire chief or chief officer, no member of the Lauderdale by the Sea Fire Department shall release to anyone who is not a member of this department any information involving or related to any fire department incident or response.

Only the Fire Chief or designated Public Information Officer will make statements or any information to the media.

Incident Commanders will have to make contingency plans to deal with a media response to fire scenes and other incidents. The media shall not be allowed into the command post or behind fire lines for obvious safety, privacy, liability, and confidentiality reasons. Fire lines will have to be established as soon as possible when initiating operations.

All members of Lauderdale by the Sea Fire Department shall exercise extreme caution in the conversation they have between themselves at incident scenes. Bystanders in the area may overhear the conversation and potentially release it as official information.

Information shall not be released to the media, unless the Fire Chief or his /her designee has approved the withholding. Only factual information may be released to the media. Speculative, suggestive, derogatory or opinionated information shall be avoided. Do not talk "off the record". Verify the media representative if you are uncertain to whom you are speaking.

It is policy of the Lauderdale by the Sea Fire Department that no one will release the name or other vital statistics regarding civilians involved in, or affected by fire department operations. Any Lauderdale by the Sea Fire Department personnel will release no name of a deceased person.